



## REVISED STRATEGY FOR DOWNTOWN PARKING FAQ'S

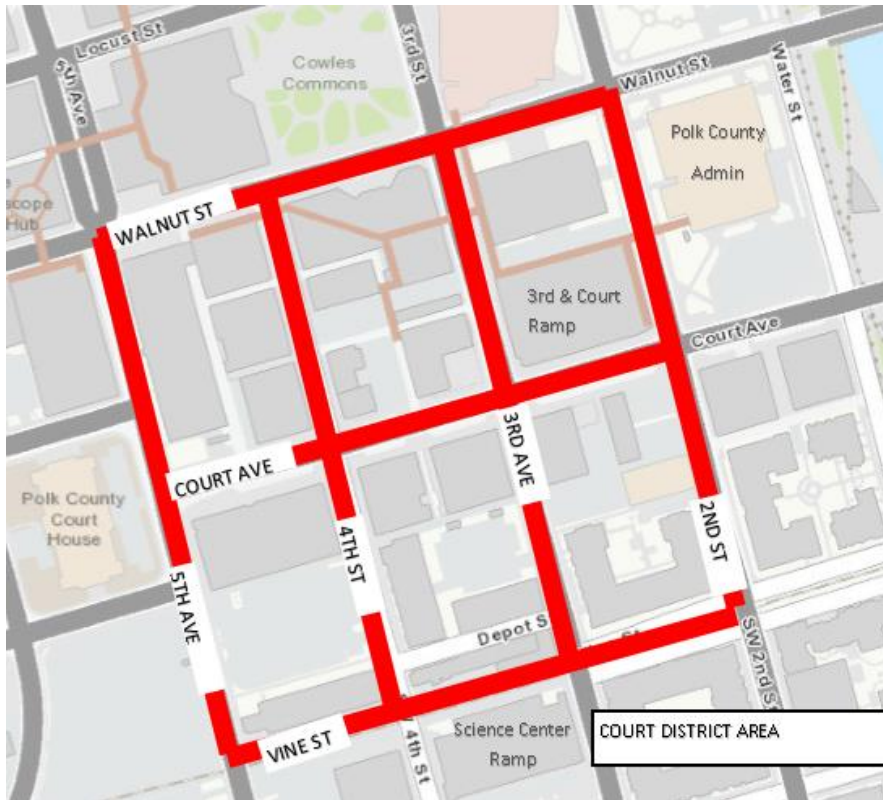
### What is the goal?

- ▶ Encourage parking for employees and long-term parkers off-street.
- ▶ Create FREE or discounted parking areas.
- ▶ Add more on-street parking.
- ▶ Increase turn-over in prime spaces.
- ▶ Change rates at meters and parking ramps to encourage long-term parking in the ramps.
- ▶ Improve wayfinding to off-street parking options.
- ▶ Expand credit card meters in core areas

### What it means for the Court District?

- ▶ The Court Avenue District Area will be the first area to see these changes in January 2018
- ▶ The Court Avenue District Area is defined as Walnut Street to Vine Street, 5th Avenue to 2<sup>nd</sup> Avenue.
- ▶ FREE parking areas are being created
  - ▶ Working with private lot owners to allow FREE parking on nights and weekends. Polk County has agreed to open their lots on nights and weekends for FREE Parking.
  - ▶ Downtown Partnership to work directly with restaurants with early shift employees
- ▶ Change meters to charge Mon- Sat, 9:00 AM to 9:00 PM
  - ▶ Daily Rates in meters will be \$1.25 per hour from 9am to 5pm.
  - ▶ After 5pm, rates will go up to \$1.75 per hour in the prime areas
- ▶ Garages will start charging for Saturday parking on January 1, 2018
- ▶ Garages will reduce hourly rates to \$1 per hour (\$10 daily max)
- ▶ 3<sup>rd</sup> and Court will always pre-sell at \$5 for Civic Center Events
- ▶ Improve wayfinding to off-street parking options will be added
- ▶ Entire Court District area has been upgraded to credit card Smart Meters





## What's Next?

- ▶ Changes in the East Village will follow in Spring 2018
- ▶ Changes through the remainder of downtown will continue throughout 2018
- ▶ As meters are changed over, they will be marked with a unique sticker and signage



- ▶ Posters and marketing materials explaining the changes are being prepared
- ▶ A website is also being set up to inform parkers of the changes as they are rolled out

**[www.parkdowntowndesmoines.org](http://www.parkdowntowndesmoines.org)**